

CHEVELLE!

BY CHEVROLET



BRAND-NEW CHEVELLE!

CHEVROLET'S EXCITING NEWCOMER
... 11 MODELS IN 3 SERIES.

New style, new size, new spirit, new car. That's Chevelle, Chevrolet's totally new one tailored for youthful tastes. And with Chevrolet-built reliability all the way. Look at its styling. Completely fresh from roof to road. Striking new eye appeal in every line, every angle. Check its size. Sedan's length overall is a smart 193.9 inches. Just right for topnotch hustle and handling. Yet those luxurious interiors have room that's strictly settle-back comfort. Sample its ride and experience all pleasure. Chevrolet's famous Full Coil kind. Swift response marks either standard engine, frugal 6 or nimble 8. Both pass the premium pump and thrive on regular gas. For those who like to shift, there's the quiet 3-Speed transmission. Overdrive* offers exceptional economy. Convenient, dependable, smooth Powerglide* is the automatic choice. Or for sportiness, team a V8 with versatile 4-Speed*—with floor-mounted gear shift, of course. Come to think of it, this first-time offering seems suited for everyone. From kids to grandparents. That goes for all three Chevelle series: Malibu Super Sport, Malibu and 300. Every model introduces Chevrolet spirit in a new kind of car.

*Optional at extra cost.

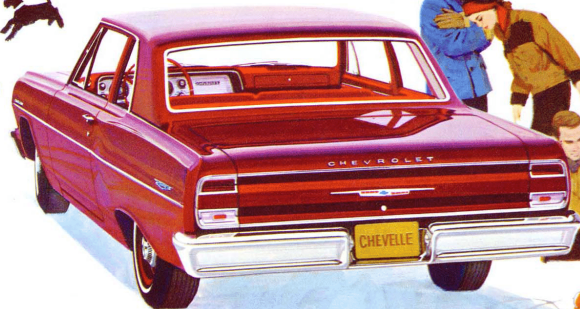
Front cover: Malibu Super Sport Coupe in Ermine White.



Malibu Super Sport Coupe in Daytona Blue.



Malibu 4-Door Sedan in Almond Fawn.



Chevelle 300 2-Door Sedan in Palomar Red.



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All Malibu models shown with optional wheel covers.*

MALIBU SUPER SPORT

Everyone has a bit of swashbuckler in him. And one sure way to bring it out is to get behind the wheel of an all-new Malibu Super Sport Coupe or Convertible. Even on the outside, Malibu Super Sports have personal touches that give a style all their own. For example, the different moldings and special wheel covers. But it's inside where the main SS distinction takes place. Interiors like no other Chevelles. Foam-cushioned front bucket seats and all vinyl throughout. Special instrumentation including ammeter, oil pressure and water temperature gauges. Floor-mounted straight-line shift lever for Powerglide* or stick shift for 4-Speed* transmission. Elegant appointments, also. Like the deluxe steering wheel design with bright horn ring, deep-twist carpeting, electric clock and back-up lights. For hare-quick handling, power steering* takes advantage of a fast steering ratio. Other options* with appeal to sportsters: an electric tachometer, Positraction rear axle and sintered-metallic brake linings. Malibu Super Sport Coupe and Convertible aren't super-priced, either. Just nice and different and all new.

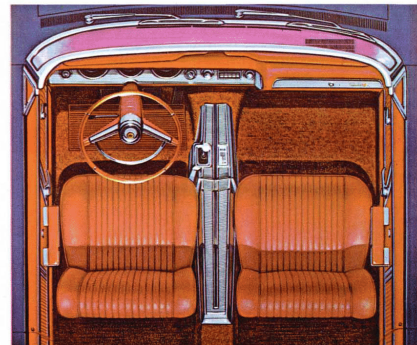
*Optional at extra cost.



Malibu Super Sport Convertible in Goldwood Yellow.



Malibu Super Sport Coupe in Lagoon Aqua.



SPORTY FRONT BUCKET SEATS

Each seat is cushioned with thick foam padding and covered with leather-grain vinyl. And each can be adjusted individually for personal convenience. ■ Putting Chevelle's spirited V8 through its paces with a 4-Speed Synchro-Mesh* transmission gives a feeling of absolute command. Bright center console panel houses the fast-acting floor-mounted shift lever. ■ Full wheel covers are standard on Malibu Super Sports. Radial pattern centers around exclusive Super Sport emblem. Vented design allows efficient brake cooling.

*Optional at extra cost.

MALIBU

Think big and popular when you think Malibu. The big part is model choice. Take your pick from five: Sport Coupe, Convertible, 4-Door Sedan, 4-Door 6-Passenger Wagon and 4-Door 3-Seat Wagon. All are new additions to the Chevrolet family. As for popularity, each Malibu promises a big share of that. Styling's one reason. Clean-cut design gives Malibu a classic look sure to be liked. Step inside and find elegance you'll like, too. Rich fabrics and leather-grain vinyl (all vinyl in Convertible and Wagons). Deep-twist carpeting. That's just the beginning. Every Malibu also counts electric clock, lighted glove box and back-up lights as standard equipment. And like all new Chevelles, Malibu's big list of little treats takes in such items as foot-operated parking brake, single-key convenience, keyless door locking and 5-position ignition switch. For deep-down value, there are inner front fenders that protect against corrosion plus the careful craftsmanship of Body by Fisher. If you've an urge to express yourself, tailor any Malibu to your personality with options* like air conditioning, Soft-Ray tinted glass, power windows, power brakes and 4-way power seat. Now you can turn the page and start thinking about the all-new Malibu Wagons.

*Optional at extra cost.



FUNCTIONAL INSTRUMENT PANEL

Instruments and warning lights are deeply recessed to eliminate glare and accent safety. Controls grouped conveniently for driver's reach. The entire panel is welded in place for strength and rattle-free service.

LARGE DOOR OPENINGS

High, wide door openings make it easy to slip in and out of every '64 Chevelle. And inside, there's space for a family-sized gathering. Curved windows add shoulder room. Plenty of head, hip and leg room, too.



Malibu Convertible in Meadow Green.



Malibu 4-Door Sedan in Ember Red.



Malibu Sport Coupe in Daytone Blue.

MALIBU STATION WAGONS

Size up the switch-hitters in the Malibu lineup: versatile 6-Passenger and 3-Seat Station Wagons. The 3-seat version gives wagon fans a nifty choice for extra seating or flat load space. In both versions, counterbalanced tailgate and four doors help make loading easier and more convenient. There's plenty of room to do the loading, too. Malibu Wagons switch quickly for toting people and paraphernalia of all sorts. Good looking? You bet. They'll take you anywhere in up-to-the-minute style. And on the way, heavy insulation helps them go whisper-quiet. Also, ten extra-thick rubber body mounts do their part to shut out road shock. Add the road-leveling benefits of Full Coil suspension and you get a ride that's downright fine. For still more value, check Chevelle's easy-care maintenance features: flush-and-dry rocker panels, self-adjusting Safety-Master brakes, battery-saving Delcotron generator and long-life exhaust system. Malibu offers a lot of wagon for the money. (For not too much more, you can get a roof luggage carrier* and other popular options**.)

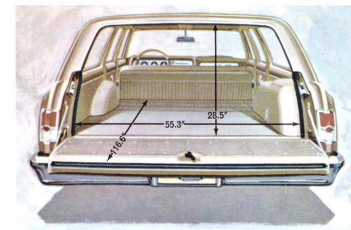
*Optional at extra cost.



Malibu 4-Door 6-Passenger Station Wagon in Desert Beige with Roof Luggage Carrier*.



Malibu 4-Door 3-Seat Station Wagon in Azure Aqua.



ROOM FOR KIDS OR CARGO

Note these dimensions. Overall length: 198.8 inches. 86 cu. ft. of load space with rear seat(s) folded flat. Lower the tailgate and there's well over 9½ feet to the back of the front seat. That's enough for long pieces of lumber or an extra-big toboggan. And talk about quick change artists. Chevelle 6-Passenger Wagons switch from youngster-seating to lumber-carrying in one easy motion.



HANDY REAR-FACING THIRD SEAT

Children especially like to ride aft in the Malibu 3-Seat Wagon. Third seat folds flat in two quick steps to gain load space. Handy power-operated tailgate window is standard; available* on the 6-passenger version. For safety, only switches in outside tailgate lock or on instrument panel will raise tailgate power window. For you trailer haulers, there's a hitch* for any new Chevelle.

*Optional at extra cost.

CHEVELLE 300

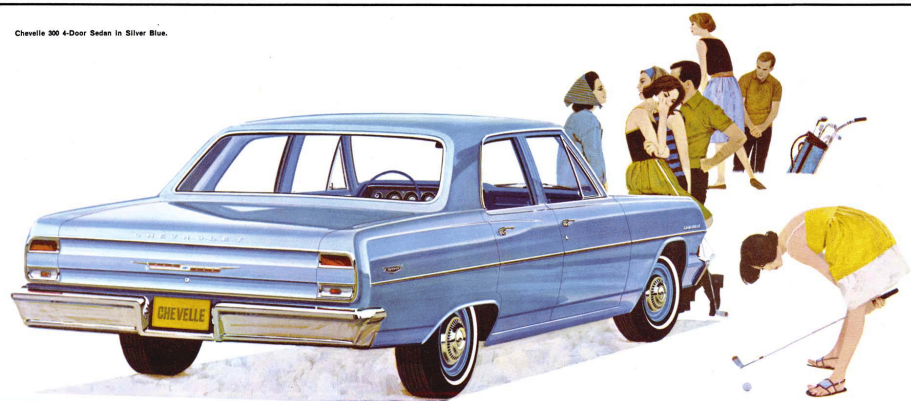
Save. That's word one to keep in mind about the brand-new 300 series. It's the savin'est way to enjoy Chevelle's novel, zestful motor-ing. Word two is luxury, a real bunch of it. Automatic interior lighting. Armrests front and rear plus two handy rear ashtrays. Color-keyed steering wheel with horn ring. Foam-cushioned front seat, automatic cigarette lighter and key-locking glove compartment. Every Chevelle 300 also numbers such niceties as easy-care vinyl headlining, electric windshield wipers and dual sun visors. Choose from four Chevelle 300 models: 2-Door Sedan, 4-Door Sedan, 2-Door Wagon (exclusive in the Chevelle lineup) and 4-Door Wagon. Each model carries six adults in luxurious comfort. Each is built by Chevrolet for the first time. And like all Chevilles, 300 Sedans have big trunks that can handle a vacation-worth of luggage with ease. Counter-balanced trunk lid and low bumper-level loading, too.



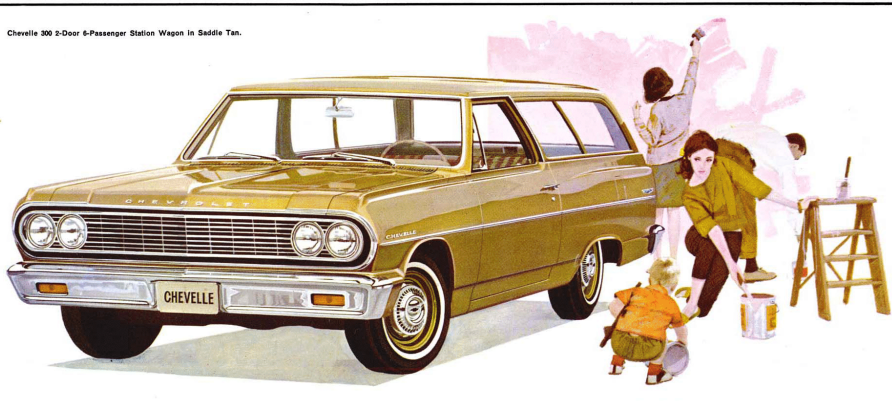
Chevelle 300 2-Door Sedan in Bahama Green.



Chevelle 300 4-Door 6-Passenger Station Wagon in Palomar Red.



Chevelle 300 4-Door Sedan in Silver Blue.



Chevelle 300 2-Door 6-Passenger Station Wagon in Saddle Tan.

INTERIORS

MALIBU SUPER SPORT

Sports-car styling makes Malibu Super Sport interiors real standouts. The front bucket seats are in soft vinyl and flanked by bright metal moldings. A sporty console panel houses the floor-mounted straight-line shift lever for Powerglide* or stick shift for 4-Speed Synchro-Mesh*. Deep-twist carpeting covers the floors; handsome easy-care vinyl is used on all other covered surfaces. The seven color-keyed interior choices include fawn, aqua, red, blue and saddle, with white and black as exclusive Super Sport selections in the all-new Chevelle line.

MALIBU

Malibu Sport Coupe and Sedans are upholstered in de luxe pattern cloth, accented with metallic threads. Vinyl trim has the look of leather. (Malibu Convertible has an all-vinyl interior.) Deep-twist carpeting and bright metal touches are added luxury items. De luxe steering wheel has a half-circle horn ring. Interior choices, keyed to exterior colors: fawn, aqua, red, blue and saddle.

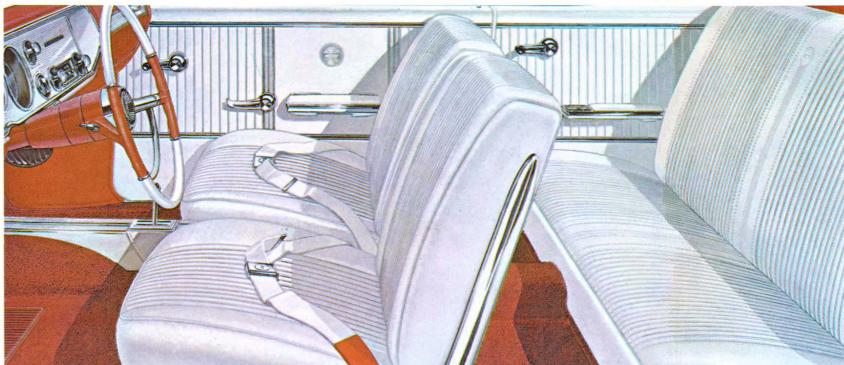
CHEVELLE 300

Seats come in neat, new patterned fabrics, trimmed with leather-grain vinyl. Richly styled sidewalls and headlining are in washable vinyl. The color-keyed floor mats of vinyl-coated rubber have an attractive spatter design. Other quality details are a convenient half-circle horn ring, padded armrests front and rear, dual rear ashtrays. Chevelle 300 interiors are available in fawn, aqua, red and blue to complement exterior color.

STATION WAGONS

All-vinyl interiors and deep-twist carpeting distinguish Malibu Station Wagons. Chevelle 300 Wagons combine long-wearing fabrics and vinyl trim with vinyl-coated rubber floor mats. All Chevelle 6-Passenger Wagons have a vinyl-coated rubber mat on the load floor. The Malibu 3-Seat Wagon has a vinyl-coated textured metal load floor. Textured metal is coated with vinyl on Chevelle 300 load area sidewalls. In contrast, Malibu Wagons have leather-grain vinyl on the sidewalls. In every Chevelle Station Wagon, the backs of folding seats, the tailgate's inside surface and the filler panels are of textured metal with a protective coating of vinyl.

**Optional at extra cost.*



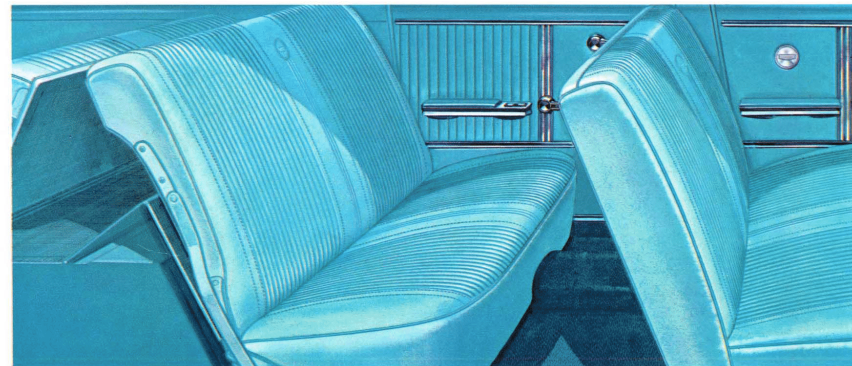
Malibu Super Sport Coupe interior in white (shown with seat belts*).



Chevelle 300 2-Door Sedan interior in fawn.

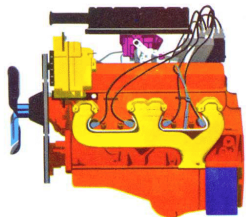


Malibu 4-Door Sedan interior in red.



Malibu 4-Door 3-Seat Station Wagon interior in aqua.

NEW 1964 CHEVELLE HERE'S HOW IT GOES...& WOW!



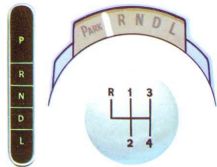
4 EXHILARATING ENGINES

120-HP HI-THRIFT 194—A thrifty 6 that packs a punch. Short-stroke design gives outstanding efficiency. Single-barrel carburetor with automatic choke for top economy on regular fuel. Hydraulic valve lifters and 7-bearing crankshaft help keep this 6 smooth and quiet. 194-cu.-in. displacement, 8.5 to 1 compression ratio, oil-wetted air cleaner, full-flow oil filter.

155-HP TURBO-THRIFT 230*—Chrome-accented 6-cylinder power plant with plenty of spunk on regular gas. Thin-wall construction for high power-to-weight ratio. Efficient short-stroke design with 8.5 to 1 compression ratio. Seven main bearings and full-pressure lubrication contribute to smooth operation and long life. 230-cu.-in. displacement, single-barrel carburetor, oil-wetted air cleaner, full-flow oil filter.

195-HP TURBO-FIRE 283—V8 power brings noteworthy action to the '64 Chevelle. Peak performance on regular grade gas and little enough of that. Hydraulic valve lifters and 9.25 to 1 compression ratio aid overall operating efficiency. 283-cu.-in. displacement, two-barrel carburetor, dry-element air cleaner, full-flow oil filter and full-pressure lubrication.

220-HP TURBO-FIRE 283*—Modified version of Chevelle's standard V8 provides exceptional spirit. Refinements include four-barrel carburetor and large diameter dual exhaust system. Premium fuel.



TRANSMISSIONS FOR EVERY TASTE

POWERGLIDE*—Smooth automatic shifting you can rely on. Efficient two-speed three-element torque converter with planetary gears. Positive parking lock. New version of Powerglide (available on Malibu Super Sports) features floor-mounted selector lever with straight-line shift pattern. Spring-loaded button on shift knob guards against accidental shifts.

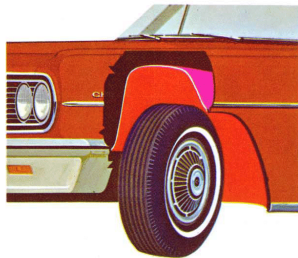
4-SPEED SYNCHRO-MESH*—Gives sports-car flexibility. All forward gears fully synchronized. New fingertip lock-out on floor-mounted shift lever eliminates unintentional shifts into reverse. 4-Speed Synchro-Mesh is available only with the V8 engines.

3-SPEED SYNCHRO-MESH—Standard equipment on all Chevelles. This Chevrolet-built transmission is smooth, dependable and easy-shifting. Chevrolet's new gear design helps assure quiet operation.

OVERDRIVE*—2-speed planetary Overdrive combines with 3-Speed Synchro-Mesh to increase gas economy and reduce engine wear. Overdrive engages semi-automatically at approximately 30 mph.

CHEVELLE POWER TEAMS		Rear Axle Ratio**	
Engine	Transmission	General Purpose	Special Purpose or Mountain
120-hp Hi-Thrift 194 6-cylinder	3-Speed	3.08:1***	3.36:1
	Overdrive*	3.70:1	N.A.
155-hp Turbo-Thrift 230* 6-cylinder	3-Speed	3.08:1***	3.36:1
	Overdrive*	3.70:1	N.A.
195-hp Turbo-Fire 283 V8	3-Speed		3.36:1
	Powerglide*	3.08:1	
	4-Speed*		N.A.
220-hp Turbo-Fire 283* V8	Overdrive*	3.70:1	
	3-Speed		3.36:1
	Powerglide*	3.08:1	
	4-Speed*		N.A.
	Overdrive*	3.70:1	

* Optional at extra cost ** Also available in Positraction
*** 3.36:1 for Station Wagons N.A. Not available



INNER FRONT FENDERS

Metal barriers protect outer fenders from corrosive effects of water, mud and slush. Help to keep vital parts free from rust. Another safeguard item: flush-and-dry rocker panel system. Water flushes and air dries the inside of panels to remove corrosive elements. Results in rocker panels that stay new-looking longer.



FULL COIL SUSPENSION

At each wheel, a hefty coil spring teams with a double-acting shock absorber to cushion the ride. Front stabilizer bar helps keep Chevelle on an even keel. Built-in leveling action for exceptional handling and stability.

SELF-ADJUSTING SAFETY-MASTER BRAKES

Chevelle brakes adjust themselves automatically to compensate for normal lining wear. When the car is braked while backing up, an automatic mechanism makes any necessary adjustment. Thick bonded brake linings give full stopping power, long service life. Air cooling through wheel slots helps resist fading.



STURDY ALL-WELDED FRAME

Rugged steel frame provides a firm foundation for Chevelle's overall construction. Welded torque-box design gives rigidity and strength without excessive weight. Built-in supporting structures for front and rear suspensions.

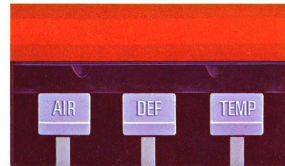
BODY BY FISHER QUALITY

Superb craftsmanship and careful attention to detail highlight any Body by Fisher. Such care gives Chevelle extra quality where it counts most. Roof, sides and floor are welded together, forming a strong, single unit. Vibration-absorbing rubber body mounts at strategic locations isolate road shock. Acoustic insulation and scientific sealing throughout. New adhesive method of installing windshield and rear window helps bring about a more positive seal, neater appearance. Magic-Mirror acrylic lacquer finish gives a long-lasting luster that requires little care.



LONG-LIFE EXHAUST SYSTEM

Because they're completely aluminized, Chevelle mufflers resist both internal and external corrosion. This means long muffler life, fewer replacements.



HIGH-OUTPUT HEATER

Blended-air heater evenly distributes large volumes of heat whenever needed. Instant temperature control for maximum comfort. Blanket-type defrosters clear windshield quickly. Bright metal heater controls on instrument panel mean easy access, neat appearance.

DELCOTRON GENERATOR

Delcotron diode-rectified generator delivers current at low engine speeds. This helps to extend battery life and assure quick starts.

SELECT OPTIONS* & CUSTOM FEATURES* TO YOUR DRIVING DELIGHT



ALL-TRANSISTOR RADIOS

Instant play without warm-up. Reduced current drain. All-transistor design also gives long range reception and reliability. Push-button or manual types are acoustically engineered for Chevelle interiors. Rear seat speaker available*.



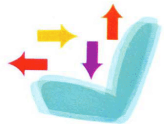
TOE-TOUCH POWER BRAKES

For smooth, easy stops, the large power cylinder reduces braking effort by nearly one-third. Low pedal aids quick application; big vacuum reserve supplies braking power even when engine is shut off.



EASY POWER STEERING

Ideal for driving and parking ease. Hydraulic pressure does most of the work, responds instantly to the touch. True road feel is retained at all driving speeds. Low overall steering ratio (19.1 to 1) gives swift response.



4-WAY POWER SEAT

Up or down . . . forward or back . . . front seat adjusts at the touch of a finger. Especially convenient when more than one driver uses the car. Helps avoid fatigue by making it easy to change driving position often.

OTHER POPULAR OPTIONS* & CUSTOM FEATURES*

Four-Season or Custom De Luxe Air Conditioning, Soft-Ray tinted glass, power windows, Positraction, seat belts, padded instrument panel, two-tone finish.

*Optional at extra cost.

ADDED FACTS ON CHEVELLE'S ALL-NEW WORTH

BODY—High-level ventilation through dual vents in front cowl side panels (individual knob controls for each); push-button outside door handles; rearview mirror; enclosed steering column, rheostat-controlled lighted instrument cluster including dial speedometer and fuel gauge, plus oil pressure, engine temperature and generator indicator lights (ammeter, oil pressure and temperature gauges on Malibu Super Sports); 5-position ignition switch (Accessory, Lock, Off, On, Start), directional signal indicators, ashtray, radio speaker grille (in top of instrument panel) and glove box with lock. Rear deck lid, hood and wagon tailgate are counterbalanced.

CHASSIS—*Clutch*: Diaphragm spring type. Single dry disc with two facings, spring cushioned, sealed-in lubricant for release bearing. 9.12" diameter disc with 6-cylinder engines, 10.0" with V8 engines. *Wheels and tires*: 14" wheels, 6.50 x 14" blackwall tubeless tires on all models except Station Wagons; 7.00 x 14" on Station Wagons. *Steering*: Precision Ball-Race gear, overall ratio 26.2:1. *Electrical*: 12-volt system; 9- to 37-ampere-capacity Delcotron charging circuit. (Optional* Delcotron units of 12- to 42-, 5- to 55- and 23- to 62-ampere capacity available.) *Battery*: 54 plates; capacity rating, 44 ampere hours.

DIMENSIONS—Wheelbase, 115"; overall length of Station Wagons, 198.8", all other models, 193.9"; height, Sedans, 54.5", Station Wagons, 54.9", Sport Coupe and Convertible, 54.0"; wheel tread, front and rear, 58"; overall width, 74.6".

ADDITIONAL OPTIONAL EQUIPMENT*—Power-operated folding top for Convertible. Station Wagon split second seat**. Simulated wire wheel covers. Vented wheel covers**. Whitewall and special tires. Heavy-duty chassis equipment**. Positraction rear axle. Heavy-duty clutch**. Heavy-duty radiator. Closed positive-type engine ventilation. Temperature-controlled radiator fan**. Front and rear bumper guards**. Comfortilt steering wheel**. Sports-styled steering wheel. 2-speed electric windshield wipers with push-button washer. Comfort and Convenience Equipment (for Malibu Super Sport and Malibu models includes inside non-glare and outside rearview mirrors, 2-speed electric windshield wipers and push-button washer; these plus back-up lights and glove box light for Chevelle 300 models) Heavy-duty battery. Superlift shock absorbers. Special heavy-duty body and chassis equipment for police and taxicab use**

Check with your Chevrolet dealer for a full list of Chevelle Custom Features* to meet your individual requirements.

*Optional at extra cost.

**Availability determined by either model or equipment.



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Malibu 4-Door 3-Seat Station Wagon in Meadow Green.



Litho in U. S. A.